

**AMENDMENTS TO CLAIMS:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) An apparatus for generating logo data to be stored in and printed by a printer, the apparatus comprising:

a control data receiving unit configured to receive control data including specific settings data and model identification data identifying a model of at least one target printer, the target printer including memory in which the logo data is to be stored;

a source data obtaining unit configured to obtain source data used to generate the logo data;

a reading unit configured to read, based on the model identification data, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models;

a logo data generating unit configured to generate the logo data by processing the source data based on the model-specific data read by the reading unit or on control data received by the control data receiving unit; and

an ~~storage-output~~ unit configured to register the logo data in the printer by instructing the printer to store the logo data generated by the logo data generating unit in the printer's memory.

2. (Original) An apparatus as described in claim 1, wherein the control data is limited to model-specific data that can be identified by the model identification data.

3. (Original) An apparatus as described in claim 2, wherein the control data receiving unit is adapted to disable receipt of at least some data for which setting is not required based on previously received or set control data.

4. (Original) An apparatus as described in claim 3, wherein at least some control data are initialized to respective specific values that can be changed based on other control data received from the control data receiving unit.

5. (Previously Presented) An apparatus as described in claim 4, wherein the control data receiving unit is adapted to enable specifying colors available for printing in the at least one target printer.

6. (Original) An apparatus as described in claim 5, wherein the logo data generating unit is adapted to assign source data colors to specific colors printable by the at least one target printer based on the model-specific data and settings data.

7. (Original) An apparatus as described in claim 6, wherein the stored model-specific data includes communications parameters for each of the plurality of printer models, and the reading unit is adapted to set communications parameters for sending logo data to the at least one target printer based on the model-specific data.

8. (Currently Amended) An apparatus as described in claim 7, wherein registering the logo data includes further comprising an the output unit configured to output the generated logo data, the output unit being adapted to outputting an executable file containing the logo data, a printer registration command for storing the logo data in the memory of at least one target printer, and a data transmission command for sending the printer registration command and logo data to the at least one target printer.

9. (Canceled)

10. (Original) An apparatus as described in claim 1, wherein the control data receiving unit has a graphical user interface input function.

11. (Original) An apparatus as described in claim 10, wherein the control data receiving unit does not display input items for which setting is not required based on received or set control data.

12. (Original) An apparatus as described in claim 11, further comprising a display adapted to display an image based on the source data and an image based on data after processing by the logo data generating unit.

13. (Original) An apparatus as described in claim 12, wherein the display is adapted to display the images aligned for comparison on one side of the display.

14. (Currently Amended) A method for generating logo data to be stored in memory of a printer and printed by ~~a~~the printer, the method comprising the steps of:

(a) obtaining source data;

(b) receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored;

(c) reading, based on the model identification data, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models;

(d) generating logo data by processing the source data obtained in step (a) based on the model-specific data read in step (c) or on control data received in step (b); and

(e) selecting a step selected from the group consisting of step (f) and step (g) wherein,

step (f) comprises outputting the generated logo data as an executable file containing the logo data and a data transmission command for sending the logo data and a command causing the at least one target printer to store the logo data therein; and

step (g) sending the logo data and a command causing the at least one target printer to directly store the logo data therein.~~storing the generated logo data.~~

15. (Original) A method as described in claim 14, wherein step (d) comprises assigning source data colors to specific colors printable by the at least one target printer based on the model-specific data and settings data received in step (b).

16. (Original) A method as described in claim 15, wherein step (d) comprises converting the size of the image represented by the source data and the resolution of that image to a paper width and print resolution, respectively, usable by the at least one target printer as specified in the model-specific data.

17. (Original) A method as described in claim 14, wherein step (b) comprises receiving control data via a graphical user interface.

18-19. (Canceled)

20. (Currently Amended) A computer readable data storage medium storing ~~embodying a computer readable~~ program of instructions for directing the execution of ~~a the method as described in claim 14, for generating logo data to be stored in and printed by a printer, the program of instructions comprising:~~

~~(a) instructions for obtaining source data;~~

~~(b) instructions for receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored;~~

~~(c) instructions for reading, based on the model identification data, model-specific data for the at least one target printer from respective model specific data stored for a plurality of printer models;~~

~~(d) instructions for generating logo data by processing the source data obtained in (a) based on the model specific data read in (c) or on control data received in (b); and~~

~~(e) instructions for storing the generated logo data.~~

21-29. (Canceled)

30. (New) The apparatus described in claim 1, wherein registering the logo data includes sending a command to the printer along with the logo data to store the logo data in the memory of the target printer, so that a logo print command can be sent to the printer to print the logo data stored in the memory of the printer.

31. (New) The apparatus described in claim 8, wherein opening the executable file on a host terminal causes the data transmission command to be executed causing, the logo data along with the printer registration command to be sent to the printer, which causes the printer to store the logo data in the printer's memory.

32. (New) The apparatus described in claim 1, wherein the logo data generating unit generates the logo data by adjusting the size, color and resolution of the source

data according to the characteristics of the printer described in the model-specific data.

33. (New) The method described in claim 14, wherein sending the logo data includes sending a command to the printer along with the logo data to store the logo data in the memory of the target printer, so that a logo print command can be sent to the printer to print the logo data stored in the memory of the printer.

34. (New) The method described in claim 14, wherein opening the executable file on a host terminal causes the data transmission command to be executed causing, the logo data along with the printer registration command to be sent to the printer, which causes the printer to store the logo data in the printer's memory.

35. (New) The method described in claim 14, wherein the logo data is generated by adjusting the size, color and resolution of the source data according to the characteristics of the printer described in the model-specific data.